

Ministry of Government and Consumer Services

Digital Transformation and Enterprise Virtual Assistant (Eva)

Presented to: Multi Bargaining Agents Committee

Presented by:

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Overview

Purpose:

- To provide an overview of the LiveChat service and upcoming launch of the Enterprise Virtual Assistant (Eva) available through ONRequest
- To inform the status of the OPS-wide phased roll-out and implementation of LiveChat with Eva

Outcome:

- **LiveChat/Enterprise Virtual Assistant (Eva):** MBA Committee informed of the phased OPS-wide rollout, timing and future opportunities

Consultation/Research:

- A variety of internal and external research and consultations have taken place

Strategic Alignment and Approach

What

Enhance the customer experience and service efficiencies through the launch of Eva, an artificial intelligence (AI) chatbot. This enables Service Desk agents the opportunity to focus on more complex IT service inquiries and better manage priorities while providing customers a simpler way to retrieve answers to commonly asked questions.

Who

- Stakeholder Analysis: OSS/ITS SD
- Target Audience: OPS employees

Executive Lead:

- Mike Amato

Process and Operations Leads:

- Justin Stiles, Raf Sura, Jeff Martinson and Olive Kilpatrick

Communication Leads:

- Paulina Callaghan, Sydney Statulevicius and Stephen Webb

When

- Initiative: Currently in-pilot, ready to proceed
- Milestone 'At a glance' – Slide 11

Notable Milestones

- Gained DMO approval for branding, key messages and roll-out, May 2019

Where (to find more)

Internal: ONRequest LiveChat Pilot and Eva

External:

- Q3 19/20 citizen-facing announcement (denotes chat service and artificial intelligence)
- [Building Smarter Government](#) (public facing website denoting call centres and new technology)

Why

- MGCS:** Digital Transformation and Driving Efficiencies and Service Delivery Excellence
- I+IT:** Business Innovation
- ITS:** Innovative Digital Services and Positive End-User Experience

Pilot: Q1 2018-19 to Ongoing

~2,500 pilot users



Phased Rollout: Projected Q4 19/20

OPS-wide phased rollout

LiveChat with Eva

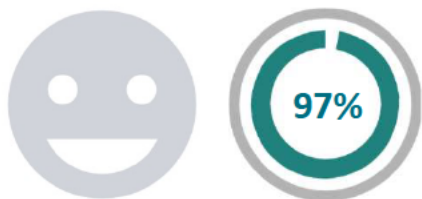
Journey, current state and introducing Eva.



Where the Journey Began - LiveChat

LiveChat is a digital initiative that has been piloted in the OPS. LiveChat allows two-way interaction between OPS customers and the OPS IT Service Desk.

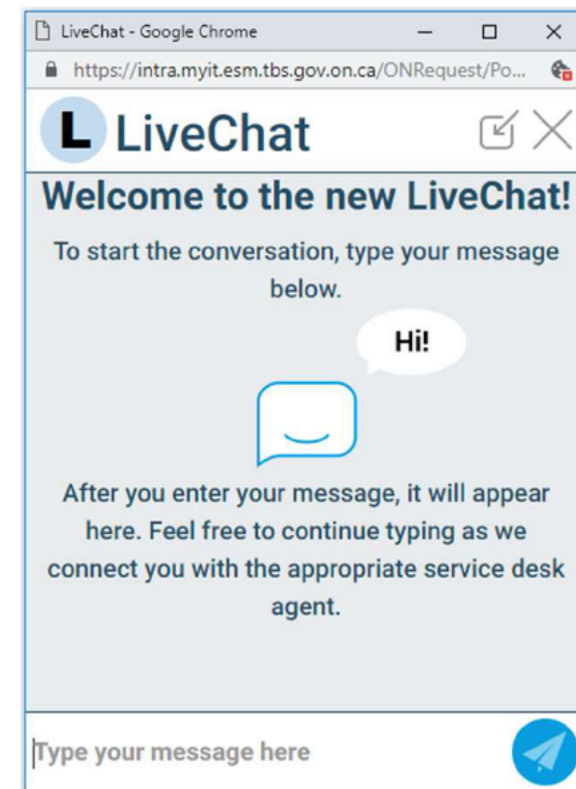
GOAL: Provide an additional channel of support to OPS employees, seeking assistance from the OPS IT Service Desk.



Client satisfaction survey, 97% reported overall ease of use.



Greater than 10,000 LiveChats from the pilot group, to date.



Current pilot user view of Live Chat

We are Here – Enterprise Virtual Assistant

LiveChat with AI is a digital initiative introducing artificial intelligence (AI) to the OPS. Adding AI to the Service Desk, LiveChat channel enables the automation of frequently asked questions or issues.

GOAL: Increase operational efficiencies and assist IT support staff by introducing a new AI “chatbot” to the Service Desk. Introduce multi-channel service to the OPS.



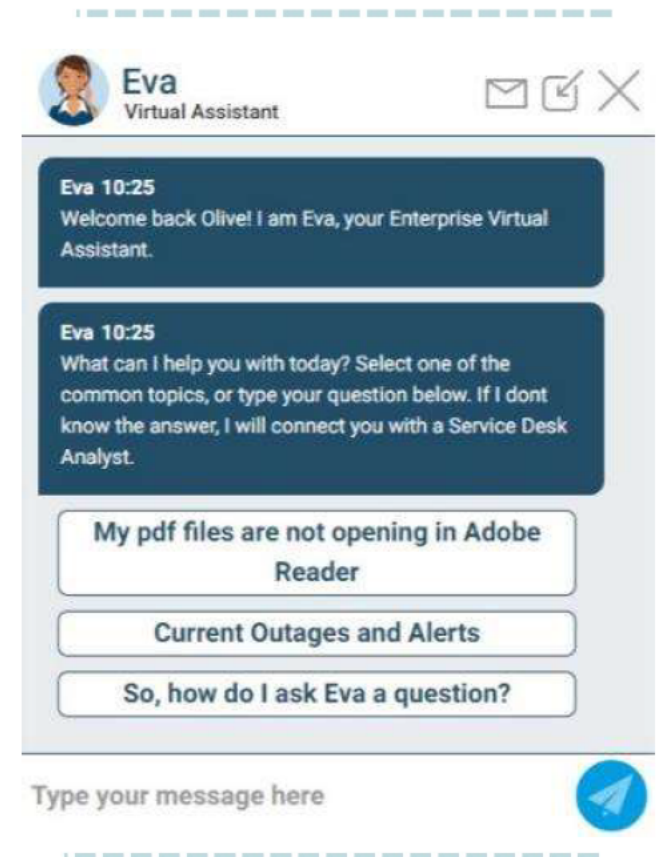
1K+

Projected 1,000 LiveChats per business day, **20% of chats targeted for automated resolution.**

“Meet Eva – your I+IT enterprise virtual assistant!

Over time, Eva will continue to learn new skills to help improve your customer experience.

”



About Eva

Our Chatbot (Eva) is built using IBM Watson Assistant. Watson Assistant is a Software as a Service (SaaS) application. Chatbots engage in real-time, human-like conversations and are powered by AI and Natural Language Processing (NLP) technologies.

The OPS IT Service Desk team has provided Eva with the content/knowledge needed to interact as a virtual Service Desk Agent. Eva interacts with users through an online chat interface to answer questions quickly. Eva also learns from past conversations and is continuously evolving.

Consultations and Research

Internal:

- Eva Pilot Group (2500 end-users)
- Contact Centre Modernization Branch, MGCS
- Digital Office (ODS)
- Office 365 Champions
- MGCS Communications Branch
- Diversity and Inclusion Office
- Indigenous Affairs Officer
- Cyber Security Division
- Government Services Integration Cluster

External:

- [Deloitte: Study of Self Service Practices](#)
- [Gartner Top Strategic Predictions for 2020 and Beyond](#)
- Research indicates a female persona resonates best with end-users: [Digital assistance gender debate](#)

Eva Demo

Introducing Eva, your Enterprise Virtual Assistant.



LiveChat with Eva

Phased rollout, timing and future opportunities.



Milestones at a Glance

Q2-Q3 2019-20

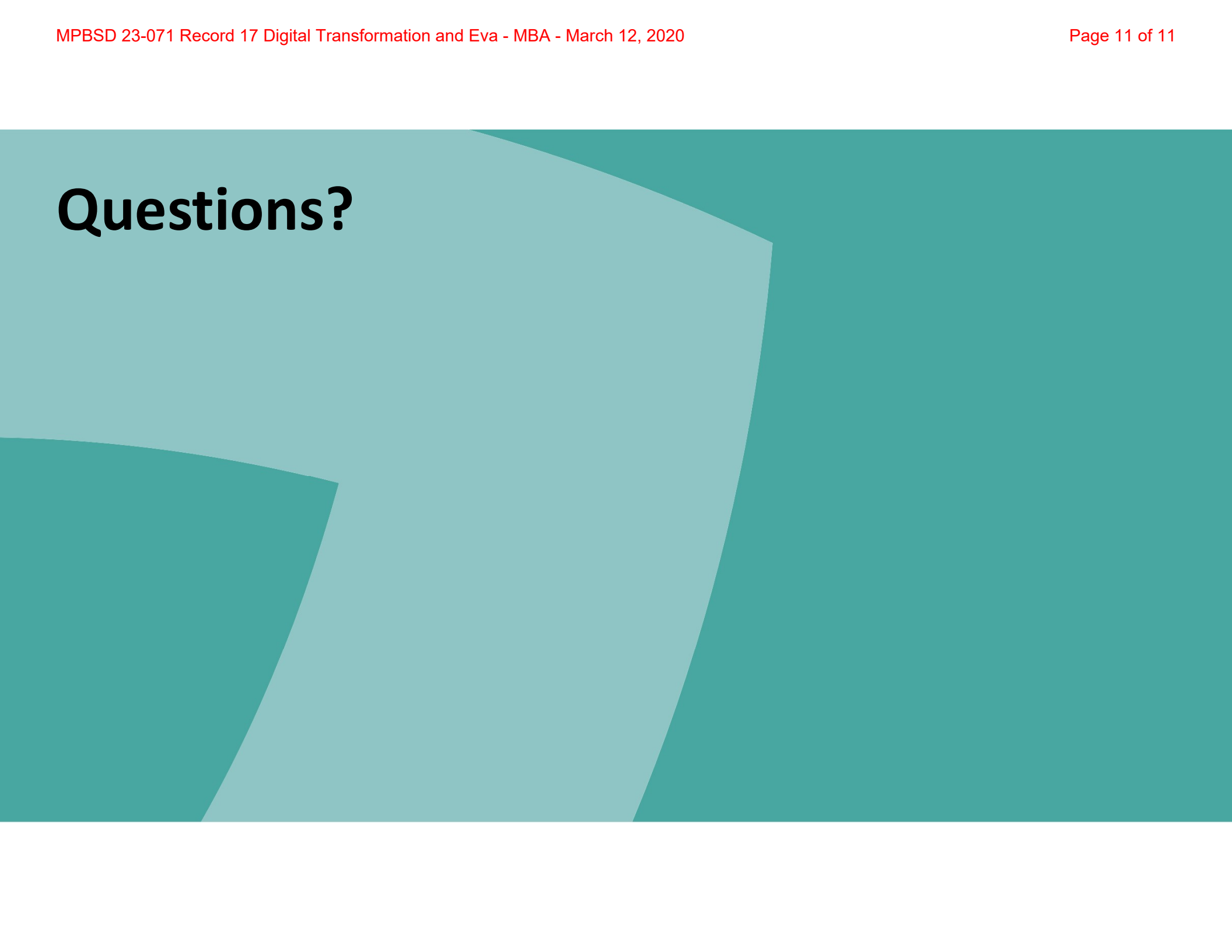
Q4 2019-20

Q1 2020-21

Q1 2020-21 & Beyond

Pre-Implementation	Phase 1 Implementation of IT Services	Phase 2 Implementation of OSS Business Services	Phase 3 Sustainment + Future Growth
- Eva Communications Plan developed - Chatbot design developed - Bargaining Agent Information Share developed and distributed - Communications to Eva pilot group (survey) - Eva design and persona finalized based on pilot group feedback	- Meeting with CIOs Announcing - Rollout of Eva with LiveChat Intranet Eva launch (OPS Weekly) - Service Desk Announcements – ministry-by-ministry phased rollout (9 - 10 Phases) - Ministry announcements as appropriate	- OPS Weekly promo following successful rollout to all clusters/ministries - Ongoing Promotions via ministry and OPS-wide channels - Introduction of OSS Business Services to Eva	- Ongoing monitoring and evaluation (i.e. customer usage, satisfaction and feedback) - Marketing communications developed based on above findings - Outreach and assessment to additional OPS contact centres for potential future Eva adoption

Questions?

The background of the slide is a solid teal color. Overlaid on this are several large, curved, light-blue shapes that create a sense of depth and movement, resembling stylized waves or abstract architectural elements. The word "Questions?" is positioned in the upper left area, within the light-blue shapes.